

SUMMIT COUNTY TOURISM PROFILE

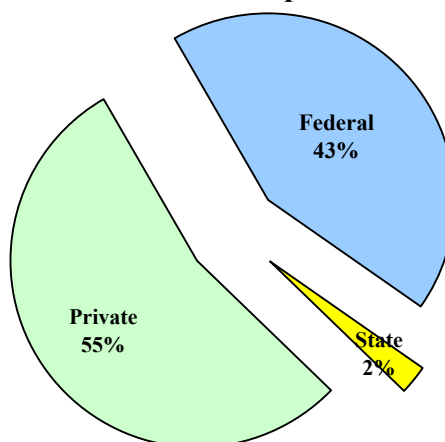
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 01-02	State Ranking
DEMOGRAPHIC									
Population	26,634	27,970	29,004	29,736	30,957		31,857	2.9%	10
Total Non-Ag Employment	13,764	14,337	14,558	15,221	15,897		16,421	3.3%	8
Non-Ag Avg Monthly Wage	\$1,807	\$1,933	\$1,996	\$2,143	\$2,225		\$2,229	0.2%	10
Per Capita Income	\$36,047	\$37,189	\$37,846	\$39,702	\$42,102		\$43,064	2.3%	1
Unemployment Rate	3.4%	4.5%	4.9%	4.1%	5.8%		8.8%	3.0%	25
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$297.1	\$307.7	\$316.1	\$332.3	\$332.9	\$364.4	\$402.1	10.3%	3
Travel & Tourism Related Employment	5,456	5,695	5,924	6,290	6,622	7,108	7,373	11.3%	5
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$6,180	\$6,401	\$6,575	\$6,911	\$6,925	\$6,238	\$6,268	0.5%	5
Gross Taxable Room Rents	\$79,855	\$88,876	\$90,605	\$98,626	\$107,200		\$114,112	6.4%	2
Transient Room Tax	\$2,395.7	\$2,666.3	\$2,718.1	\$2,958.8	\$3,216.0		\$3,423.4	6.4%	2
Restaurant Tax	\$736.6	\$784.9	\$809.1	\$905.1	\$961.8		\$1,065.1	10.7%	5
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million)	\$586.0	\$631.3	\$685.9	\$742.9	\$830.1		\$862.2	3.9%	7
REGIONAL VISITATION COUNTS									
I-80 UT/WY Traffic Count	4,294,225	4,374,525	4,731,130	4,861,800	5,082,625		5,238,845	3.1%	
Echo Welcome Center	200,788	256,294	218,380	218,395	174,956		174,461	-0.3%	
S.L. Int'l. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
Wasatch Mountain S.P.	886,137	880,669	896,917	930,152	923,988		1,215,511	31.6%	
Deer Creek S.P.	99,191	153,055	197,547	253,523	291,124		188,550	-35.2%	
Jordanella S.P. (2 Locations)	331,762	310,648	342,200	262,010	192,005		168,113	-12.4%	
Rockport S.P.	275,571	210,015	245,406	152,605	117,505		89,497	-23.8%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	

Land Ownership - 1999		
Total Acres in County	No. of Acres	% Total
Federal Government	516,388	43.1%
BLM	1,482	0.1%
US Forest Service	350,638	29.3%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	164,267	13.7%
Other*	--	--
State Government	28,139	2.3%
Utah State Parks & Recreation	738	0.1%
Utah State Wildlife Reserves	15,849	1.3%
State Trust Lands	11,521	1.0%
American Indian	--	--
Private**	653,432	54.5%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Summit County Tourism Profile

